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# Arbore: The Launch of a New Vision in Premium Sustainable Furniture Design



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2024 has been a remarkable year for us at Carel Woodworks. After decades of being the driving force behind...

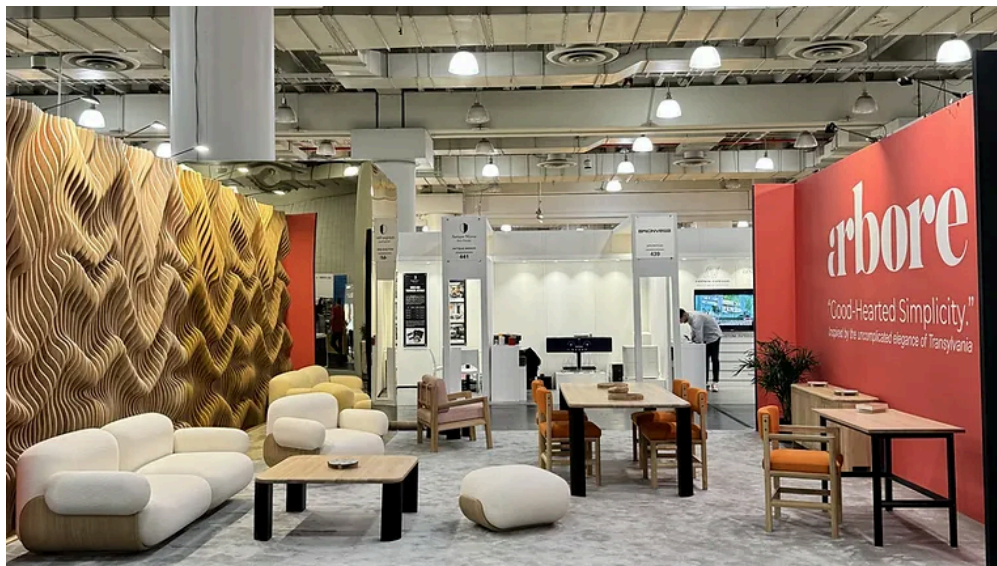
...some of the most renowned international furniture brands, we decided to embark on a new journey: the launch of our own premium brand, Arbore. This was a bold step, grounded in our deep respect for craftsmanship, a commitment to sustainability, and an ambition to bring Romania's design heritage into the global spotlight.

Earlier this year, we had the privilege of presenting Arbore at two of the most prestigious furniture design exhibitions: ICFF in New York and Clerkenwell Design Week in London. These moments were monumental, not just for the brand, but for the entire team at Carel Woodworks, as we showcased decades of expertise in furniture manufacturing, combined with contemporary innovation, to an international audience. And now, to complete our journey home, Arbore is launched in Romania at BIFE-SIM 2024 in Bucharest, our beloved country's most significant furniture exhibition.

## The Birth of Arbore

At its core, Arbore was born out of a need to redefine luxury and sustainability in the furniture industry. We wanted to create something more than just beautiful furniture; we wanted to make pieces that tell a story—a story of craftsmanship, quality, and a deep respect for nature.

With Arbore, our design philosophy is simple: bring the essence of the natural world into homes and spaces through a sustainable lens. Each collection draws inspiration from Romania's rich natural landscapes and traditional motifs, which we've combined with cutting-edge techniques to craft pieces that are both timeless and modern. Our focus on sustainability is unwavering, using only responsibly sourced, natural materials and ensuring that each step of production minimizes waste and environmental impact.



## A Family Affair

One of the key aspects of Arbore's creation is that it is, at heart, a family-driven project. Carel Woodworks, being a family business, has always been about more than just business. It's



about values: integrity, respect for nature, craftsmanship, and a desire to leave the world a better place than we found it.

Everyone, from the leadership to the youngest members of the family, has contributed to making Arbore a reality, ensuring that each piece reflects the care and attention that comes with a family-run business.



## Global Recognition

The international reception to Arbore has been overwhelmingly positive. At ICFF New York, our collection received praise not just for its elegant, minimalist design, but for its dedication to sustainable craftsmanship. The attention to detail and thought behind every material choice stood out in an industry that is increasingly becoming more aware of its environmental footprint.

Similarly, at Clerkenwell Design Week in London, the story of Arbore captivated designers, architects, and buyers alike, particularly those looking for a brand that merges aesthetics with purpose. Arbore was described as “an ode to nature, combining Romania’s rich design legacy with modern sensibility.”



## Collaboration with Global Designers

Arbore's success is not just attributed to the Carel Woodworks team. We've had the honor of collaborating with some incredible global designers. Names like Dean Connell, Jesse Hill, and Lukas Heintschel have brought their unique visions and global expertise to the Arbore brand, creating a harmonious blend of Romanian tradition with international design trends.

Each designer drew inspiration from Romanian motifs, reinterpreting them in ways that make them accessible and attractive to a modern, global audience.

The result? Furniture collections that transcend borders, reflecting both our local identity and the universality of great design. These collaborations have shown that Romanian craftsmanship has much to offer the world and that Arbore is ready to stand tall alongside the most esteemed brands in the premium furniture industry.



## The Collections: A New Approach to Sustainable Living

At BIFE-SIM 2024, we are proud to debut several of our collections in Romania. Each collection within the Arbore brand speaks to our core values: sustainability, premium quality, and exceptional design.

The Cannoli Collection blends luxurious curves with sustainable materials, evoking a sense of serenity and sophistication.

The IAMDC Collection, developed in collaboration with Dean Connell, reinterprets modern office spaces with an emphasis on creating environments that are both functional and inspiring.

The Heron Collection showcases how minimalist design can still deliver warmth and elegance, with each piece crafted from natural, responsibly sourced wood.

Lastly, we will be unveiling parts of the Angus Collection, which focuses on clean, modern lines infused with the organic warmth of wood—making each piece perfect for those who appreciate simplicity paired with sustainability.



## Why Arbore? Why Now?

Launching Arbore this year was not only about showcasing furniture—it was about showing the world what Romania can do. For too long, Romanian manufacturers have remained in the background, producing goods for foreign brands without recognition for their contribution to the global market.

With Arbore, we aim to change this narrative. We want to position Romania as a key player in the international design community, known for craftsmanship, sustainability, and creativity.

## The Road Ahead

The launch of Arbore is just the beginning. We have ambitious plans to continue pushing the boundaries of sustainable design and bringing innovative products to market. Our goal is to position Arbore as a leader in premium, eco-conscious furniture, recognized for its blend of nature-inspired design and exceptional craftsmanship.

As we move forward, we are committed to further refining our manufacturing processes to reduce waste, innovate with sustainable materials, and collaborate with designers who share our vision for a better, more environmentally conscious world.

We believe that furniture should not only be beautiful but should also have a purpose—a purpose that aligns with our values of respecting nature and crafting products that stand the test of time.

## Experience Arbore

We invite you to explore Arbore, experience its craftsmanship firsthand, and see how we've infused Romania's rich design heritage with modern innovation. If you haven't had the chance to visit us at BIFE-SIM 2024, don't worry!

We've prepared a special video that takes you behind the scenes, showcasing the

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